

Children’s Health

**Goal 1: Reduce obesity and chronic disease among youth.**

**Objective:** Increase by 20% the amount of youth participating in meaningful physical activity and proper nutrition by 2018.

Strategies	Activities	Action Steps	Partners	Outcome Measures	Time Line
1. Educate youth on the importance of physical activity.	Provide presentations to youth in various settings	Set meetings and presentation dates with various youth groups and organizations.	Schools; Churches; Community Center; YMCA;	Youth will be able to discuss the importance of being physically active as measured by a pre and posttest  Number of presentations	Annually
2. Educate youth on low cost physical activity opportunities.	Identify existing low cost physical activity programs and resources available for youth.	Meet with local fitness center managers  Improve community parks and play grounds  Morning / lunch fitness clubs  Implement a scholarship/adopt a child program for little league  Provide more scholarships to the Bay Area Y  Community activity and	Bay County Community Center/ Civic Arena; Delta College; SVSU; Girls on The Run; Bay County Parks and Recreation; YMCA	Youth will be able to discuss affordable places to become physically active as measured by a pre and posttest.  Implementation of a community activity day.  Increase in number of schools participating in Girls on The Run program	Annually  July 2014  December 2014

		technology free days			
	Provide more opportunities for youth to participate in afterschool programs/activities	<p>Provide more after school programs for youth</p> <p>Improve access to after school activities in rural areas</p> <p>Increase shared services to private schools</p> <p>Work with local school district bussing and Bay Metro to identify ways to transport youth to programs</p>	<p>Bay County Community Center/ Civic Arena; Delta College; SVSU; Girls on The Run; Bay County Parks and Recreation; Schools; Churches; YMCA</p>	<p>More after school programs will be available to youth in rural communities.</p> <p>Increase in participation in existing after school programs</p> <p>Transportation to and from after school programs will be provided for youth.</p> <p>Scholarship program will be offered to support low income youth who wish to participate in after school sports programs.</p>	<p>December 2018</p> <p>December 2018</p> <p>December 2017</p>
	Develop intramural sports programs with schools and churches.	<p>Meetings with schools and churches</p> <p>Work with local colleges on sports and physical education internships</p>	<p>Schools; Churches; Bay County Community Center/ Civic Arena; Delta College; SVSU; YMCA</p>	<p>Intramural sports programs will be available to youth.</p>	<p>January 2017</p>

3. Educate parents and youth on the importance of healthy meals.	Provide opportunities for parents and youth to learn how to prepare quick, easy and healthy recipes.	Bay Area Y 'Get fit' program  Proved cooking classes  Summer meal (lunch and dinner) programs	Schools; Churches; Bay County Community Center/ Civic Arena; Delta College; SVSU; YMCA	Implementation of 3 additional afterschool programs (1 being rural)  Implementation of cooking classes and summer meal programs	January 2015  January 2016
	Provide educational opportunities for parents and youth to learn the consequences of unhealthy eating.	Media Campaign	ALL		

**Goal 2: Decrease the number of reported child abuse and neglect among Bay County children.**

**Objective:** Reduce by 50% the reported number of abused and neglected children from the baseline by December 2018.

Strategies	Activities	Action Steps	Partners	Outcome Measures	Time Line
1. Promote the wellbeing and resiliency of children.	Educate parents on what abuse and neglect is and signs and symptoms.	Implement the CAN Councils "What You Don't Know Can Hurt A Child Even Yours" program	CAN Council; Lutheran Child and Family Services; BCHD; United Way; Bay ISD; Schools; Churches	Parents will be able to identify abuse as measured by a pre and posttest.	June 2014
				Parents will be able to identify ways to avoid abusing their children as measured by a pre and posttest.	June 2014

<p>Continue to educate school staff on mandated reporting and the reporting process</p>	<p>Set up meetings with schools  Set training dates with schools.</p>	<p>CAN Council; Lutheran Child and Family Services; BCHD; United Way; Bay ISD; Schools; Churches</p>	<p>Number of presentations to school staff.  School staff will know what mandated reporting is and be able to discuss the reporting process as measured by a pre and posttest.</p>	<p>September 2014 and ongoing</p>
<p>Educate youth on child abuse.</p>	<p>Identify locations for presentations/ programs Set up schedule for presentations/ Programs</p>	<p>CAN Council; Lutheran Child and Family Services; BCHD; United Way; Bay ISD; Schools; Churches</p>	<p>Children will be able to identify abuse. Children will be able to discuss what to do if abuse is suspected.</p>	<p>June 2014 and ongoing</p>
<p>Empower youth to say no and talk to someone if abuse is occurring.</p>		<p>CAN Council; Lutheran Child and Family Services; BCHD; United Way; Bay ISD; Schools; Churches</p>	<p>Children understand the importance of talking to someone if abuse is occurring.</p>	<p>June 2014 and ongoing</p>

1. Provide abuse and neglect prevention and education programs to parents and youth.	Identify programs available to the community, schools and churches.	Meet with social service agencies dedicated to decreasing child abuse and neglect.  Promote available programs  Implement programs and services	CAN Council; Lutheran Child and Family Services; BCHD; United Way; Bay ISD; Schools; Churches	List of programs and services will be completed.  Increased number of prevention and education programs provided in the community	January 2014  December 2014
	Identify programs and/or services needed	Meet with social service agencies dedicated to decreasing child abuse and neglect.  Determine what is needed and research best practices.  Determine organizations to provide service	CAN Council; Lutheran Child and Family Services; BCHD; United Way; Bay ISD; Schools; Churches; Strong Families Safe Children	List of needed resources will be completed.  Best practices identified  Organizations identified and process for implementation begins	January 2015  March 2015  September 2015
	Media Campaign	Develop media messages	CAN Council; Lutheran Child and Family Services; BCHD; United Way; Bay ISD; Schools; Churches	Implementation of media campaign	April 2015